

Why It Matters to Dental Professionals

In its first year, CDC's *Tips From Former Smokers*® (*Tips*®) campaign motivated 1.64 million smokers to try to quit. The *Tips* campaign continues this year with ads featuring people with a variety of smoking-related conditions and diseases and a national media buy. During the campaign, many of your patients will see and hear television, print, and digital messages from former smokers about the toll that smoking-related diseases can take. As a result, some of your smoking patients may think about quitting. They may seek your professional advice on how to get started.

For those patients who are ready to quit, you can offer the motivation they need to become former smokers themselves. That's why the *Tips* campaign has resources to support dental professionals and their patients.



How Can I Use CDC's *Tips* Campaign Resources to Help My Patients Quit?

- Explain how patients' health conditions can be linked to smoking. Use the *Tips* campaign participants as examples. You can get to know the participants and read their personal stories at [CDC.gov/tips](https://www.cdc.gov/tips).
- Suggest that your patients visit the [How to Quit Smoking](https://www.cdc.gov/tips) page of the *Tips* Web site.
- Check out the resources developed just for **dental professionals**. These include printable posters to hang in your waiting room and patient rooms, FAQs about quitlines, and a pocket card to help guide your conversations with patients.
- Let your patients know that they can get free quit help by calling 1-800-QUIT-NOW (1-800-784-8669) or 1-855-DEJELLO-YA (1-855-335-3569) (for Spanish speakers).



Explore and share the resources CDC has available at [CDC.gov/tips](https://www.cdc.gov/tips).

And like CDC Tobacco Free on Facebook today to keep informed.



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